

October 25, 2004
Mr. Michael K. Powell
Chairman
Federal Communications Commission

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission

Dear Chairman Powell and Ms. Dortch:

Thank you for the opportunity to comment on the FCC's Localism Task Force and the Notice of Inquiry MB Docket No. 04-233. While my comments will focus on the efforts of WWKA-FM, Orlando, it is my general observation that radio stations in the Central Florida area have done an excellent job of responding to specific local community needs.

In particular, the Central Florida area has seen tremendous local involvement from radio during our recent weather catastrophes. Four deadly hurricanes hit our state during August and September, and while only three directly affected Central Florida, the entire state was affected. WWKA-FM was responsive to local needs in the following ways:

- For all hurricanes, WWKA-FM aired local weather updates to track the potential paths of the storms and how they would affect communities served by this station. These updates were given before the storms at least twice every hour, and included detailed information on coordinates, strength, evacuations, shelters, and other vital information. As the storms grew closer, these updates increased in frequency to the point that our Country-music formatted station was in "wall-to-wall" coverage to provide life-saving warnings to all of Central Florida. We utilized the experience of hurricane and weather experts, plus reporters in the field. Because so many residents lost power and were unable to tune to local television stations, WWKA-FM was an indispensable link for people along Florida's east coast all the way inland to effected counties.
- After the storms, WWKA-FM continued to air essential information on topics like: road closings, flooding, Federal Emergency Management Agency (FEMA) information, where to find essentials such as ice, water and food, school closings, insurance information, and safety tips. In addition, the WWKA-FM website (K92FM.com) provided the same information throughout the recovery process.
- WWKA-FM participated with other local electronic media to hold recovery drives to collect money, clothing, food, water, pet supplies and other items needed by residents affected by the storms.

I would also like to briefly outline some of the other programs and events of WWKA-FM that demonstrate our commitment to serving the local Central Florida communities:

- WWKA-FM airs 90 minutes of public affairs programming each week, focusing on topics effecting Central Florida such as crime, children, schools, economy, culture, tourism, local politics/elections, and transportation. This program always features local leaders and community experts on these subjects.
- WWKA-FM airs at least 30 minutes of local news each weekday.

- WWKA-FM activates EAS (Emergency Alert System) for weather warnings and Amber alerts.
- WWKA-FM either conducts or participates in numerous local charitable efforts during any given year, including:
 - o Annual fund-raising efforts for Orlando's Ronald McDonald Houses. Over the past 6 years, we've raised nearly \$500,000 for this very important local organization, resulting in the ability to build a second Ronald McDonald House on the campus of Arnold Palmer Hospital for Women and Children.
 - o The annual Toys For Tots campaign, which collects and distributes gifts for deserving local children at Christmas.
 - o The Orlando Union Rescue Mission, which feeds hundreds of homeless men and families on a daily basis at their downtown Orlando location.
- WWKA-FM conducted a large-scale voter registration drive in August and September of this year. We took our morning show "on the road" to broadcast live from various communities with voter registration information and forms, plus representatives from local election boards, resulting in hundreds of residents registering to vote in primaries and the general election.
- WWKA-FM holds annual events to spotlight local aspiring country music artists for participation in regional, state and national competitions.
- WWKA-FM is active in supporting local schools. Our website contains information on items like local county school calendars, sports schedules, and dress codes. In addition, WWKA-FM's morning show has broadcast live from many schools to support events like homecoming. And, WWKA-FM sponsors a "Teacher of the Month" program where students and parents can nominate a deserving teacher for the award.

These are just a few examples of the kind of local involvement of WWKA-FM. We're justifiably proud of our standing in the community, and we believe it is imperative that our radio station remain a vital part of Central Florida's local communities. We know that it's not only good business, but part of our obligation.

Sincerely,

Len Shackelford
 Program Director
 WWKA-FM, Orlando, FL